**Sweetland Ear Project**

**Genre 1 – Flyer**

For my first genre I decided to use a flyer because I feel a flyer would be the best way to get a high school students attention. Flyers catch your attention and make you want to read them. They make it very easy to get your point across in an appealing matter. My flyer was based on encouraging high school students to go out for a sports team when they go to college. Bloomsburg University has many talented athletic teams that are always looking for new members. For my CRAP principles I used contrast of color of red and orange because they get your attention and they are similar to Bloomsburg colors. For repetition again with the colors repeating themselves because I stuck to a color scheme to make it look professional. I made sure everything was aligned right so it looks neat and organized. For proximity I made sure everything was spaced out well and was easy to read.

My flyer: [C:\Users\Sarah\Documents\wiki flyer.docx](file:///C:\Users\Sarah\Documents\wiki%20flyer.docx)

Examples 1:

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=ynj8sa52Lr-3AM&tbnid=EcNGbBLInpba8M:&ved=0CAUQjRw&url=http://ginva.com/2012/04/nightclub-party-poster-flyer-design-ideas/&ei=M4dUUqyTJaX84APs7oBo&psig=AFQjCNG-1yLRswlpTHjyoVMAZclmUrmXOg&ust=1381357738449679)

This first example I found I liked because it had a lot of color and big font that caught my attention. The text isn’t lined up or centered perfectly, but because it is a flyer for rock music that plays to an advantage. The set up helps it look fun and inviting for people to want to join.

Example 2:

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=bTN1C7uwCUqrwM&tbnid=r07Xw7_-HuzYnM:&ved=0CAUQjRw&url=http://www.creativeflyers.com/creative-flyer-design6.html&ei=sYVUUvzcD4j84APFgYHQCQ&psig=AFQjCNED28_S6OyUAgt56Hn0x48Oy6XC_w&ust=1381357178794436)

The second flyer I found I liked because the pictures helped me know right away what the flyer was going to be about. I also liked how each font for each separate part was a different font. However, I did not like that there is no color in this flyer. Without color it looks boring and not inviting.

Example 3:

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=bDqATztcd92h9M&tbnid=DseMa-EsHWx_7M:&ved=0CAUQjRw&url=http://www.tallerlatino.org/MusicArchive.php&ei=WoZUUu3QGu_C4AO274DAAw&psig=AFQjCNED28_S6OyUAgt56Hn0x48Oy6XC_w&ust=1381357178794436)

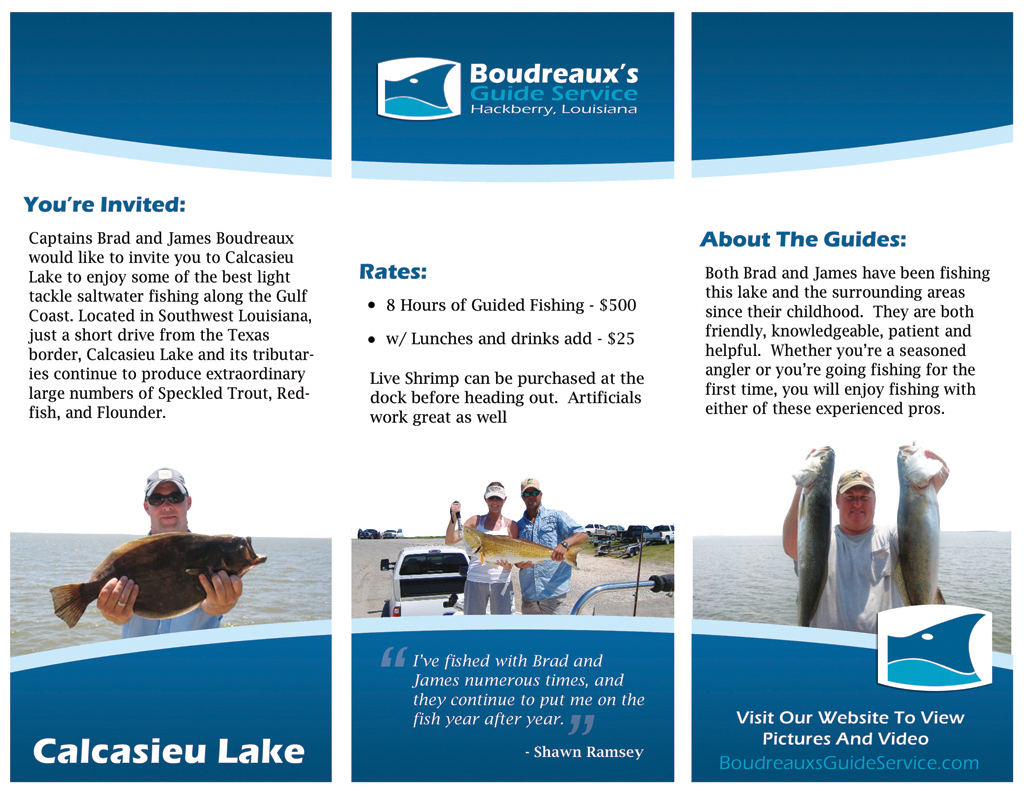
I picked this third flyer because I liked how the picture is a silhouette of people dancing not two real people. That way anyone can put themselves in the picture and imagine themselves at the event. I also liked how the color scheme worked for the flyer. The text was even centered nicely giving you all the information you need right there.

**Genre 2 – Brochure**

I chose a brochure as my second genre because I think a brochure is a good way to get information to a parent or guardian in an approachable and professional matter. In my brochure discusses the benefits of the parent’s children joining a sports team in college. I used the CRAP principles by using the contrast in color and using Bloomsburg colors. I used repetition by repeating the Bloomsburg theme and putting the Bloomsburg logo on the brochure as well as the colors. I made sure the alignment was organized and eye appealing. For the proximity I made sure there was enough space between the pictures and the text, but not too much space that it looks scattered.

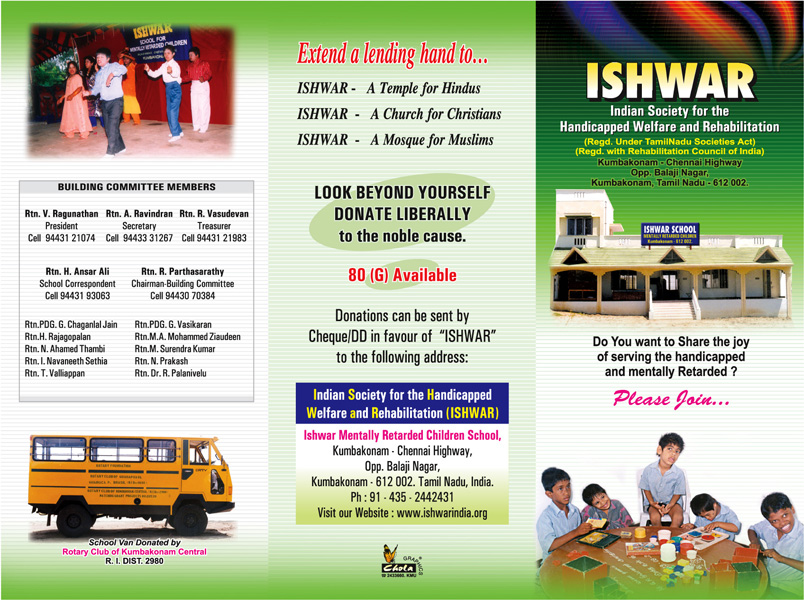
My brochure: [C:\Users\Sarah\Documents\Ear 2 brochure.docx](file:///C:\Users\Sarah\Documents\Ear%202%20brochure.docx)

Example 1:



I like this first brochure because its headings tell you exactly what is going to be talked about underneath. Using blue as the main color was smart because it will remind readers of water which ties into what they are discussing.

Example 2:



I like how this brochure has a lot of pictures and the placement of the pictures. It catches the reader’s attention. I also like how it used different fonts for the different sections it is taking about.

Example 3:



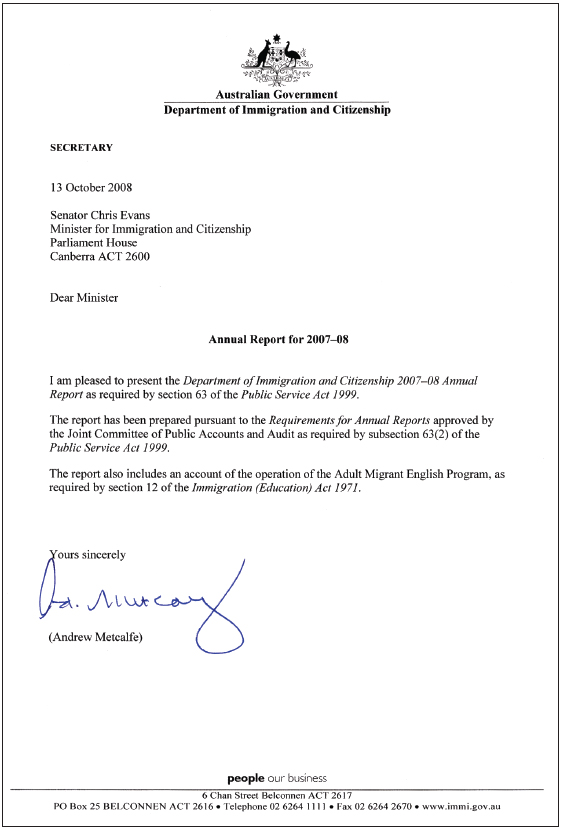
I like the color scheme of this brochure. Having the background grey really helps the green in the pictures and the red captions stand out. I also like how the one picture isn’t perfectly straight, that really plays an advantage visually.

**Genre 3 – Letter**

For my third genre I chose to do a letter because I feel that a letter is the most professional way to address a faculty member about a concern. My letter discusses some concerns of students about the advertisement of sporting events. It seems that some sporting teams don’t get their schedules broadcasted as well as others. I used the CRAP principles by just keep the letter with black font because it is the most professional. I aligned the letter on the left so it would look neat and organized. Again, I used proximity to make sure everything was spaced out correctly and I used repetition by using the same alignment for the entire letter.

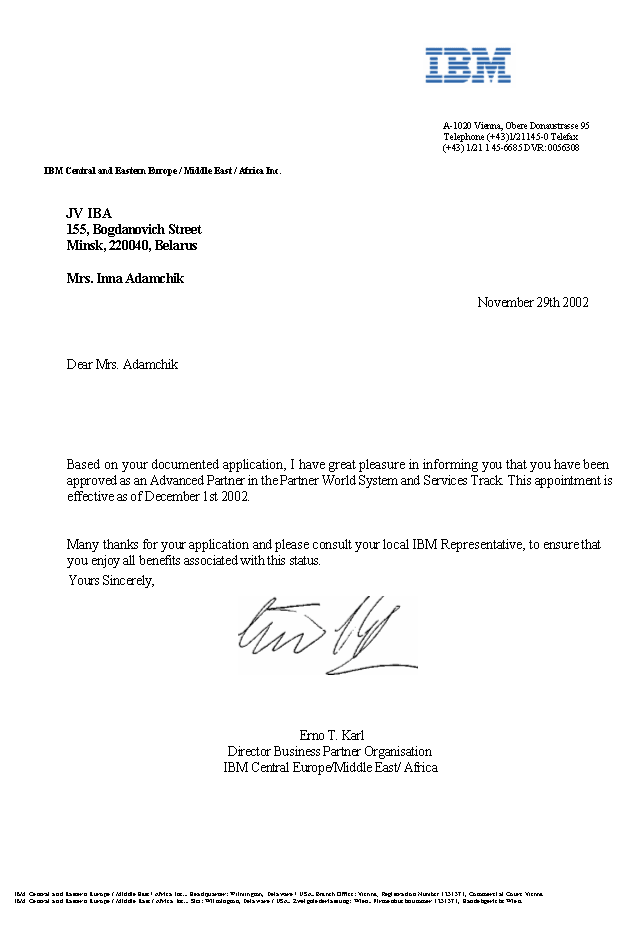
My letter: [wiki ear 3 faculty letter.docx](wiki%20ear%203%20faculty%20letter.docx)

Example 1:



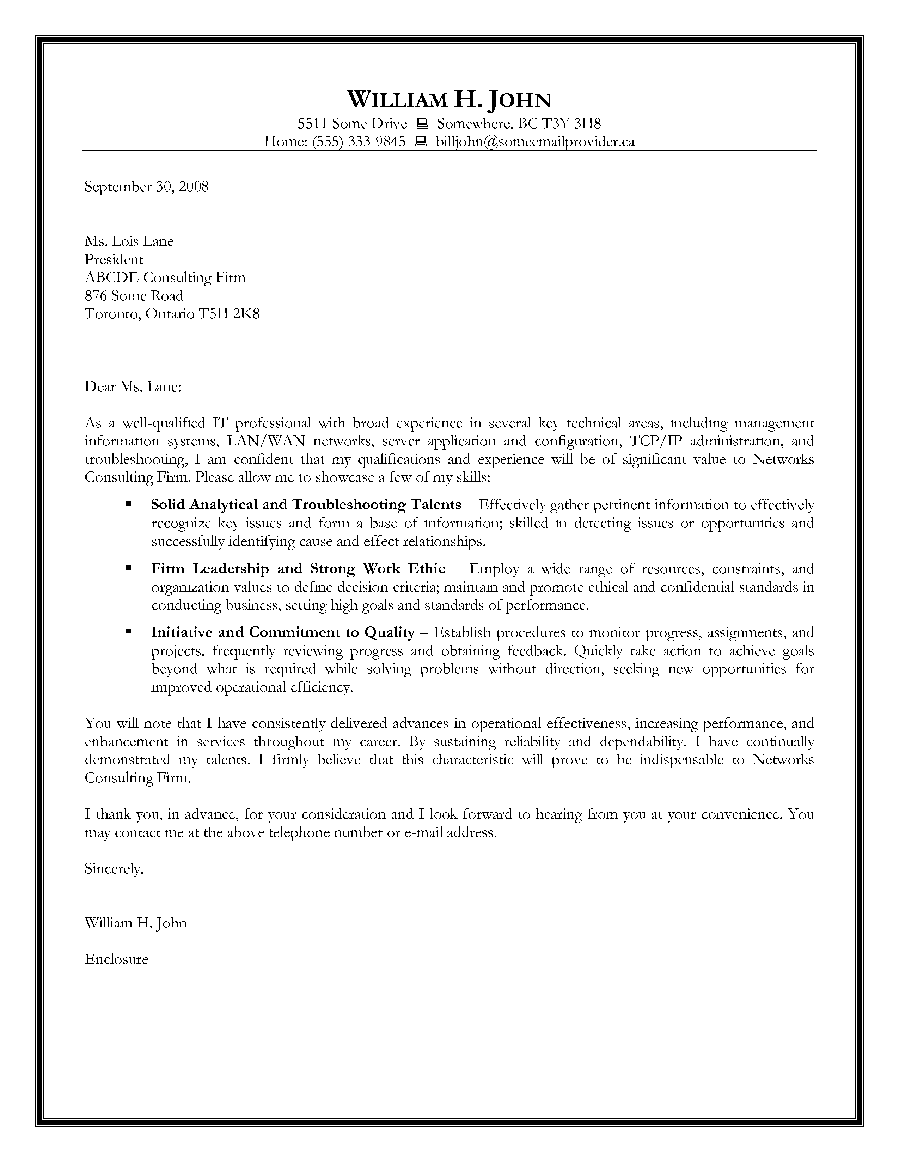
I like how this letter made the title bold so you know exactly what it is going to be about. I also like how it’s not too long of a letter; it gets to the point quickly.

Example 2:



I like the alignment of this letter. The way it is spaced out and the bottom is centered really works for this letter. I also like how the name and address in the top corner is bold so you can clearly see who it is from.

Example 3:



I like how there are bullets in this letter to emphasize the points being made. The way it is spaced out also looks very professional.